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GAIN Report

Global Agricultural Information Network

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Report Highlights:

Items covered include the following: Food and Hospitality China Trade Show Results, Oregon Governor Delegation Visit to Shanghai, Feed Ingredients Seminar A Major Success, Animal Husbandry Forum Rolls Forward, ATO and USAPEEC Assist in Shipment Release, Triple Reverse Trade Missions – PMA, TOC & PLMA, The 14th China Chain Store Expo, Cotton Council International and Cotton Incorporated Join Hands to Participate in 2012 Intertextile Shanghai Apparel Fabrics, United Tastes of America - Asian Chef Challenge. For a report with active links please click on the following URL: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9Qb2PaxO5IM0?w=3>



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ATO China Map



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FAS maintains six offices in China

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+ Facts & Figures

U.S. Exports to China
(CY 2007-2012 &
Year-To-Date Comparisons - USD Million)

Wheat	
2007	6.09
2008	0.14
2009	86.89
2010	40.53
2011	160.19
Jan.-June Comparisons	
2011	93.89
2012	147.96
%Chg	57.59

Coarse Grains	
2007	8.9
2008	2.8
2009	48.1
2010	278.1
2011	847.8
Jan.-June Comparisons	
2011	209.8

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- [Food and Hospitality China Trade Show](#)
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- [Chinese Soy Importers Attend Soy and Grain Summit in New Orleans](#)
- [USSEC Provides Partnership Opportunities for Chinese Feed Mills](#)
- [AHEC SEA & GRCH](#)

Soybeans
 2007 4,117.4
 2008 7,259.7
 2009 9,193.7
 2010 10,816.6
 2011 10,480.2
Jan.-June Comparisons
 2011 4,977.9
 2012 6,047.3
 %Chg 21.5

Cotton
 2007 1,461.2
 2008 1,620.6
 2009 861.8
 2010 2,214.8
 2011 2,632.4*
Jan.-June Comparisons
 2011 2,060.6
 2012 2,855.3*
 %Chg 38.6

INTERMEDIATE

Feeds & Fodders
 2007 51.86
 2008 71.84
 2009 228.64
 2010 735.95*
 2011 627.11
Jan.-June Comparisons
 2011 353.1
 2012 678.9
 %Chg 92.3

Vegetable Oils(Ex. Soybean)
 2007 13.99
 2008 23.93
 2009 30.86
 2010 47.75
 2011 68.87
Jan.-June Comparisons
 2011 35.9
 2012 72.2
 %Chg 101.3

Planting Seeds
 2007 32.29
 2008 38.98
 2009 48.78
 2010 93.08
 2011 95.95*
Jan.-June Comparisons
 2011 63.3
 2012 70.1
 %Chg 10.6

CONSUMER ORIENTED

Breakfast Cereals
 2007 4.1
 2008 4.1
 2009 3.7
 2010 7.0
 2011 8.5
Jan.-June Comparisons
 2011 4.99
 2012 9.99*
 %Chg 100.3

Poultry Meat
 2007 347.5
 2008 441.6
 2009 400.9
 2010 102.2
 2011 132.6
Jan.-June Comparisons
 2011 80.3
 2012 112.5
 %Chg 40.1

Tree Nuts
 2007 53.8
 2008 86.5
 2009 142.7
 2010 144.7
 2011 202.5*
Jan.-June Comparisons
 2011 68.4
 2012 131.6
 %Chg 92.4

Wine and Beer
 2007 14.8
 2008 20.1
 2009 25.0
 2010 35.0
 2011 65.3*
Jan.-June Comparisons
 2011 36.2

- [United Tastes of America - Asian Chef Challenge](#)

Food and Hospitality China Trade Show

ATO Shanghai will host more than 45 US exhibitors in the USA Pavilion at the FHC trade show in Shanghai from Nov 14-16. In addition to providing matchmaking services, consultations, and information during the show, ATO Shanghai will provide a retail tour to a recently opened Ja-e Store and Metro Cash and Carry, followed by a pre-show briefing on Nov 13. The USA business lounge will be doubled in size this year in order to provide our exhibitors with better service and an American Wine Bar will be stocked by up to ten local importers/distributors of American wine, beer, and apple cider. We expect roughly \$20 million in projected sales as a result of joint efforts from the USA Pavilions at the show. The Deputy Principle Officer of the US Consulate General in Shanghai will also tour the USA Pavilion on the opening day of the show and join a dinner featuring Cajun cuisine prepared by Louisiana celebrity chef Roy Lyons. [FHC 2011 Video](#)



FHC 2011 Pre-Show Briefing Chef Roy CG at FHC2011 USA Pavilion

CITM and FHC coordination

ATO Shanghai is working with the US National Tour Association and USA Brand who are organizing a large USA pavilion with 85 exhibitors at the China International Travel Mart trade show that will run from Nov 15-17 to cross-promote U.S. Gourmet Food and Tourism. SUSTA guest Chef Roy will prepare some Cajun delicacies which we will share to support the USA travel pavilion block party on Nov 15. ATO will provide tours of both USA pavilions at the FHC and CITM show for five selected food and travel industry media contacts. Both shows will be held at the Shanghai New International Exhibition Center (SNIEC). The organizer of the USA travel pavilion, Bjorn Beneke, is also organizer of the USA pavilions at the Food Ingredient China show (March/Shanghai) and the Fruit Logistica show (Sept/HongKong)

+ Recent Events:

[Oregon Governor Delegation](#)

Forest Products

Hardwood Lumber

2007	222.1
2008	187.4
2009	208.2
2010	359.1
2011	506.7*

Jan.-June Comparisons

2011	346.7
2012	393.0
%Chg	13.4

Softwood & Treated Lumber

2007	30.8
2008	26.1
2009	35.1
2010	100.5
2011	245.2*

Jan.-June Comparisons

2011	168.6
2012	90.5
%Chg	-46.3

Seafood Products

Salmon Whole or Eviscerated

2007	158.7
2008	141.0
2009	154.2
2010	210.0
2011	286.0*

Jan.-June Comparisons

2011	170.5
2012	113.4
%Chg	-33.5

Crab & Meat

2007	14.1
2008	44.0
2009	41.7
2010	41.6
2011	67.0

Jan.-June Comparisons

2011	54.3
2012	89.7*
%Chg	65.3

FAS/BICO - U.S. Bureau of the Census Trade Data
* Denote Highest Export Levels since at least CY 1970

+Recent News:

[NEWS RELEASE Napa Valley First International Wine Region to Receive Landmark Protection in China](#)



Chinese Government Recognizes Napa Valley with Geographic Indication (GI) Status.

[Hotels buck weak global economy](#)

Average daily room rate still growing across major locations. The average daily room rate - an index to gauge the prosperity of hotels - in [Beijing](#), [Hong Kong](#) and [Macao](#) continued to grow despite the weak global economy, international real estate service provider Knight Frank said in its latest report. (Source: China Daily)

[China's corn prices on the rise](#)

New corn prices in China have risen due to active acquisition by traders, feed mills and deep processing enterprises. (Source: eFeedlink)

[China's grain production to achieve record growth](#)

China's grain production is expected to reach a record high this autumn and bring a ninth consecutive year of growth in annual output. (Source: eFeedlink)

[A2C to enter Chinese market through distribution deal](#)

A2 Corporation (A2C) - the manufacturer of a2 brand milk products - looks set to enter the Chinese market after agreeing a distribution deal with an in-market state-owned firm... [Read](#) (Source: FoodNavigator)

[Chinese official challenges conglomerate to improve](#)

A senior Chinese leader has urged a state-owned grain and food conglomerate to improve its competitiveness to contribute to a more developed and safer food industry... [Read](#) (Source: FoodNavigator)

[Registration system launched for Chinese imports](#)



From October 15 - 17th, ATO Shanghai supported the visit of the Governor of Oregon and an Oregon agriculture delegation. ATO Shanghai Director briefed the Governor's delegation on the market in China. The delegation's agriculture team was led by Oregon Department of Agriculture Director Katy Coba and consisted of members of the Oregon dairy, wine, and potato industries. ATO Staff lead the Agriculture team on a tour of two successful retail chains - Metro Cash & Carry and Ole Supermarket. Both feature imported food products and partnered with ATO Shanghai on earlier American food promotions. For full report, please click [here](#).

- **OAA Beijing**

USDEC and USAPEEC Visit

In October, the Office of Agricultural Affairs in Beijing hosted separate delegations led by Tom Suber, President of the U.S. Dairy Export Council (USDEC), and by Jim Sumner, President of the U.S.A. Poultry and Egg Export Council (USAPEEC). To establish new areas of cooperation, both cooperators met with their respective counterparts from Chinese industry and several Chinese government agencies. Through these discussions, both countries have gained a better understanding of each other's interests and challenges on trade, standards, and regulations for their respective products.

USDEC's Visit

The Office of Agricultural Affairs (OAA/Beijing) hosted several meetings for Mr. Tom Suber, President of the U.S. Dairy Export Council (USDEC), and his delegation in Beijing. To establish new areas of cooperation, Mr. Suber met with his counterparts from several Chinese government agencies, including the Food Safety Commission Office, Ministry of Health, and the General Administration of Quality, Supervision, Inspection and Quarantine (AQSIQ). China is the largest overseas market for U.S. dairy products, with exports in 2011 soaring to \$365 million, up threefold from 2009.

- **ATO Beijing**

Animal Husbandry Week - Redux

Momentum in the animal husbandry sector in Beijing remains high. Following an outstanding turnout at the seminars on feed ingredients

and exports:

China this week launched a registration system to record the variety and origin of imported food. The measure comes as part of the government's bid to establish a tracking system for food imports to improve safety. (Source: FoodNavigator)

Anderson Hay & Grain China Representative Showed Holstein Farm Group To its New Factory in Long Beach



Yao Feng | Chief Rep (Great China, Southeast Asia) Anderson Hay&Grain Co., Inc. www.Anderson-Hay.com

New York State Wine Delegation



(co-sponsored by the Forage Export Council, the U.S. Grains Council and ATO/Beijing), the Animal Husbandry Forum met to discuss strategies for different parts of the U.S. industry to work together with Chinese counterparts. Most recently, the Worldwide Sires administered EMP project on dairy cattle genetics continued the momentum with a seminar series, followed by a delegation to the U.S.

Feed Ingredients Seminar A Major Success

The Agricultural Trade Office in Beijing (ATO/Beijing) teamed up with the U.S. Grains Council and our newest USDA cooperator, the Forage Export Council of the National Hay Association, to host a seminar in Beijing on the use of alfalfa hay and distillers dried grain soluble (DDGS) in feed for dairy cattle. The audience was recruited mainly through the China Animal Agriculture Association (CAAA). Over 120 guests listened to presentations, and grilled alfalfa hay expert Dr. Dan Putnam over issues of alfalfa quality standards. The nature of the questions made clear that CAAA recruited a high quality audience. Following the event, the participants also discussed the possibility of forming an importers association. This is the first China event for the Forage Export Council in its new form, and the first cooperative effort between ATO and CAAA.

Animal Husbandry Forum Rolls Forward

ATO/Beijing hosted a second meeting of the Animal Husbandry Forum in Beijing. Roughly 20 U.S. representatives attended, including cooperators and companies from the feed, forage, dairy cattle genetics and meat sectors. The purpose of the group is to share information on the various training activities and look for potential cross-cooperative projects. This meeting also included Chinese counterparts to discuss areas where the U.S. and Chinese industries can cooperate to mutual benefit. The Chinese side was represented by groups from the CAAA, China Animal Husbandry Group (a major state-owned importer of animal husbandry products), China Feed Industry Association, China Dairy Industry Association, and others.

Focus on Tianjin

ATO was in Tianjin twice in the past week for separate events. ATO participated in a US-China Build seminar series to promote U.S. engineered wood products for construction, and also supported ATO Shanghai's presence at the China Chain-store Franchise Association's annual trade show. The latter was an impressive event that attracted retailers from across China. Tianjin remains a top-priority market for ATO.

Big Dogs on the Horizon

ATO/Beijing built bridges to two retailers in the past week, opening discussions with April Gourmet, and renewing talks with C.P.'s Lotus chain stores. April Gourmet is one of the newest high-end import boutique chains, with a strong interest in high-end (including fresh) dairy products. April Gourmet also owns a bakery operation and



+Event Calendar:

[2013 United States Trade Show Calendar](#)

Oct 26-28

[Reverse Trade Mission to PMA Fresh Summit](#), Anaheim

Oct 26-28

[China Food Expo](#), Chengdu

Oct 30 - Nov 1

[The 6th Shanghai International Organic Food Expo](#), Shanghai

Nov 1-3

[China Chain Store and Franchise Association Annual Show](#) and Mini-USA Pavilion, TianJin

Nov 1-7

[3rd Annual China-Sichuan \(Pengzhou\) Vegetable Fair](#)

Nov 5-7

[Reverse Trade Mission to Taste of California](#) - Oakland

Nov 6-8

[China Fishery and Seafood Expo in Dalian](#)

Nov 8-10

[Hong Kong International Wine & Spirits Show](#)

Nov 10

[International Wine Fair](#), Ningbo

Nov 11-12

[WUSATA Trade Mission to Chengdu](#)

Nov 14-28

[Parkson In-store Promotion](#), Kunming, Yunan Province

Nov 14-16

[Interwine China](#), Guangzhou

Nov 14-16

[Food & Hospitality China 2012](#) USDA Endorsed Show @ SNIEC Shanghai

Nov 15-17

[China International Travel Mart show](#) @ SNIEC Shanghai

Nov 17-18

[Organic Trade Union of China Organic Summit 2012](#), Chengdu

Nov 19-24

[Renhe Springs Great American Food In-store Promotion](#), Chengdu

Nov 27-29

[China Timber & Wood Product Distribution Association Congress in Taicang](#)

Nov 28-30

[Shanghai Wine Expo](#)

Dec 4-9

[Ito-Yokato Great American Food In-store Promotion](#), Chengdu

Dec 5-7

[United Tastes of America](#) - Asian Chef Challenge - Zhonghua Culinary Center, Shanghai

Dec 7-9

[Shanghai Fishery Show](#)

Dec 12-14

[PLMA show Shanghai](#)

Mar 7-10

[Natural Products Expo West 2013](#), Anaheim

Mar 10-12

[Boston International Seafood Show](#)

Mar 26-28

provides import distribution services. Lotus is a major retailer that already carries some U.S. products and has expressed interest in expanding their product line.

Continued Interest in Horse Markets

Although the Beijing Horse Show was postponed to November 18-20, ATO/Beijing met with several organizations interested in this fast growing sector. Interest has been strong among feed exporters, and appears to be growing among horse breeders. ATO is following up on several ideas, including technical outreach to the Chinese horse sector on proper care for high-end breeding horses. ATO will visit the horse show to assess the potential for a stronger presence in the future, and discuss prospects with U.S. exhibitors.

China Fruit and Vegetable Trade Fair

This trade show is scheduled for November 9-11 in Beijing. No U.S. pavilion is planned for this show, but ATO will be visiting to assess the potential for a stronger presence in the future.

- **ATO Chengdu**

The 8th China Food Expo

On October 26, the 8th China Food Expo kicked off in Chengdu. ATO Chengdu had a booth in the international hall to promote U.S. agricultural products and meet with local contacts. There was great interest in sourcing U.S. food products from traders and distributors, in particular dried fruits and nuts, bakery ingredients, and red meat products. For each contact, ATO Chengdu will send a list of U.S. suppliers in China, and follow up for potential sales. This year's fair covered an exhibition area of 100,000 square meters, including eight halls: International Food, Comprehensive Food, Sichuan Fancy Food, Wine and Beverage, Meat, Condiment and Food Raw Material, Tea, and Food Processing and Packaging Machinery. The show attracted a record of 3,042 exhibitors from 31 foreign countries and 31 domestic cities. Dr. Luo, Yaguang, Research Food Technologist of USDA's Agricultural Research Service also made a presentation at the "Summit Forum of China Food Industry Development" on Food Safety Risk Assessment and Control Strategies for Fruit and Vegetable Products.



2nd Pengzhou Vegetable Expo

[Food Ingredients China, Shanghai](#)

May 7-9
[SIAL China](#), Shanghai

May 18-21
[National Restaurant Association \(NRA\)/ American Food Fair](#), Chicago

North American Premiere Wine Shop



On Oct. 30th, ATO Shanghai attended the First Anniversary of [North American Premiere Wine Shop \(NAPWS\)](#) in Shanghai. NAPWS, headquartered in Chengdu, has gradually increased its promotion of American wines for the past several years, carrying wines from more than five California wineries including Kendal Jackson and Raymond Vineyards. NAPWS which originally focused on ice wine from Canada, has expanded its California portfolio through support of ATOs in Chengdu and Shanghai. Their main focus is expanding distribution and sales of American wines to second-tier and third-tier cities in East China.



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On November 1, Consul General Haymond and ATO Chengdu participated in the opening ceremony for the 2nd annual Pengzhou Vegetable Expo in Pengzhou City, just north of Chengdu. The festival will last until the end of November and is one of the largest of its kind with attendance expected to be well over 500,000. As one of China's five major commodity vegetable bases, Pengzhou provides quality vegetables not only to Sichuan, but also to the Northwest region and Beijing domestically, and exports to Japan and Southeast Asia as well. Pengzhou plants five million hectares of vegetables, with an annual output of two billion kilograms. In addition to raw vegetable production, Pengzhou is diversifying and investing in vegetable processing, especially pickling and de-hydrating.

[Local Companies Begin Purchasing U.S. Wine](#)

In March, ATO Chengdu introduced the general manager of Chengdu UIW Investment Co., Ltd and Sichuan Tianai Trading Company to U.S. Intervine wine company. Following nearly six months of negotiations (and translation by ATO Chengdu) Chengdu UIW ordered 250 cases of U.S. wine, a direct import valued at \$55,000. Sichuan Tianai also ordered 56 cases of Napa Valley wine, a direct import valued at \$5,000. Both companies are optimistic about wine sales in Southwest China and look forward to continuing imports of high quality U.S. wine.

[2012 China Equestrian Festival](#)

From October 13-17, the 2012 China Equestrian Festival was held in Chengdu at the Jinma International Race course in Wenjiang district. The newly built race track claims to be the largest in China. Over 200 riders from eight countries and regions competed for 15 top prizes in five contests. The contests include the FEI show-Jumping World Cup, The CEF Show-Jumping Grand Prix, the China Herdsman Barrel Racing Tour Event (finals), the China Clubs League Racing, and the First Barrel Racing Event in Sichuan Province. Nearly 30,000 people, including 1,000 guests from 20 countries attended the opening ceremony. Horseracing and equestrian games continue to gain popularity in Southwest China, providing opportunities for U.S. suppliers of feed, genetics, live animals, and other products that fit into the equestrian lifestyle.

[Cochran Training on Wine Penetration in U.S.](#)



L-Secretary Bill Northey, the Commissioner of the Iowa Department of

Agriculture

R-Cochran fellowship at Tassel Ridge Winery in Iowa

From October 20-November 1, 2012, ATO Chengdu led a group of five delegates to the United States to participate in a Cochran Fellowship Program on U.S. wine penetration in Southwest China. The program took the delegates to Des Moines, Iowa; and San Francisco, Napa and Sonoma Counties, California. The study tour enabled participants to explore varieties, wine selection, food and wine pairing, and the special characteristics and unique selling points of U.S. wines.

First Chef Education Seminar Kicks Off in Chongqing

On October 16, ATO Chengdu launched the first U.S. Agricultural Products Promotion and Chef Education Seminar in Chongqing Municipality. About 200 hotel and restaurant professionals including owners, chefs, food and beverage managers, and procurement managers attended this seminar. U.S. guest Chef Michael Rosenblum demonstrated classic U.S. cuisine using sponsored products from Alaska Seafood Marketing Institute, California Table Grapes, Sunkist Growers, USA Poultry & Egg Export Council, and Lamb Weston. Recipes books with more than 40 recipes developed by Chef Michael were distributed. Local contacts showed great interest in learning more about U.S. agricultural products, introducing new products at their restaurants, and working with ATO for U.S. themed promotions. ATO also used this platform to recruit chef teams for the Out-of-the-Box Chef Competition to be held in Shanghai in December.

- **ATO Shanghai**

New Yangshan Port Warehouse May Ease Way for Imported Food Samples

A new bonded warehouse promises to reduce port costs by 50% and speed clearance of imported foods and beverages. The operation has been established in Shanghai's Yangshan port by a Shanghai based importer from the US, the SOE that developed the Yangshan port, and local partners. An interesting part of the service the warehouse will provide is receiving and clearing overseas wine and other food/beverage samples. The one stop service has received strong support from the local government and port management, so it will clear import loads more "timely, safe and at low cost" than other ports in China. The port service is eager to assist shipment of food and beverage samples to China in the future. ATO will assist this group in dealing with government agents on such clearance procedures, import duties, etc. At present, each port authority across China interprets and executes the rules differently.

CIQ E-Certification halts Poultry Imports, ATO and USAPEEC Assist in Shipment Release

ATO is working with USAPEEC and CIQ Shanghai to release 55 loads of chicken wings and paws from the U.S. with a value of about \$2.3 million. These have been stuck in Shanghai since June 2012 when China implemented E-Certification requirements for meat product

imports. The quantity has been gradually reduced from 689 loads, but these last 55 remain in spite of the efforts of USPEEC, the importers, and ATO Shanghai. Exporters of these shipments include Pilgrim, Interra, Sanderson Farm, Foster, Intervision and Tyson. CIQ Shanghai has agreed to assist ATO Shanghai and USPEEC in sending a letter to AQSIQ in Beijing asking for permission to release the final loads.

Triple Reverse Trade Missions - PMA, TOC & PLMA

ATO Shanghai marketing specialist Freddie Xu departed Oct 24th to support two trade missions from China to visit three trade shows in the US. The first group of 18 Chinese fruit buyers which included buyers from east China and Chengdu visited PMA Fresh summit in Anaheim, CA, the most important US fruit show. The buyers were self funded and looking for suppliers of US fruit. Ms. Xu accompanied the mission on visits to orchards/packers and exporters in California and Oregon before and after the show. She then met up with a group of 17 buyers to attend a STEP grant funded "Taste of California" show in Oakland from Nov 4-8. This group included several e-commerce buyers that have never been to the US before including Yihaodian.com, Fruitday.com, Amazon.com.cn, and Cofco.com. Lastly she will take seven of the TOC buyers on to the Private Label Manufacturers Association show in Chicago from Nov 9-13. This group will investigate opportunities to directly source private label products for China from US suppliers. We expect several million dollars of additional sales of US products in the months following these missions.

New York State Wine Delegation



On Oct. 25th, ATO Shanghai met with a New York State Wine delegation which consisted of 12 NY state winery representatives at the Waigaoqiao Free Trade Zone in Shanghai. The delegation visited Shanghai using STEP funds and have developed a NY State Wine Outlet trading center at the Waigaoqiao port. They have a large number of

samples available for tasting by local distributors and hope to start bringing in larger shipments in the coming months. ATO director provided the delegation with an agricultural trade briefing and invited a Wine Educator, Ms. Yin Lixue, to speak about the local wine market. For more information click on [NYSWO](#). For more photos of the visit please click [here](#).

Meeting with Shanghai 1st Food Mall

ATO Shanghai met with the General Manager and senior executives of Shanghai 1st Food Mall 's flagship East Nanjing Road store on Nov 6. We discussed opportunities for American food promotions after renovation work on the store is completed later this year. This location single location typically has annual sales of more than USD80 million per year. ATO Shanghai will introduce the managers to U.S. exhibitors at FHC, USDA cooperators, and more U.S. food importers in coming weeks. For full story, please click [here](#).

The 14th China Chain Store Expo and Mini-USA Pavilion



From Nov 1–3, ATOs Beijing and Shanghai cooperated with the China Chain Store and Franchise Association to organize a delegation of east China based importers, distributors and U.S. companies to exhibit at the “14th China Chain Store Expo” in Tianjin. The CCSFA provided FAS China with a free information booth at the show and provided a low cost USA pavilion which hosted 12 major importers/distributors of American food/beverage products from east China. About 100 retailers from across China participated in the expo which included Walmart, Carrefour, Auchan, Tesco, Ito Yokado, etc. For full story, please click [here](#).

- **ATO Shenyang**

First U.S. Food Promotion in the Far North



ATO Shenyang hosted the first U.S. Food Pavilion in China's northernmost province, Heilongjiang, at the Agriculture and Food Expo Harbin 2012. The show drew a number of foreign exhibitors with pavilions from eight different countries - including the United States' pavilion which showcased products from seafood to consumer ready goods.

- **U.S. Cooperators in China**

Oct 11, 2012 -- China Recognizes Napa Valley with Geographic Indication Status

The People's Republic of China has announced that Napa Valley has been recognized with Geographic Indication (GI) status in that country. Napa Valley is the first wine region outside of China to be so recognized with this designation. It provides the pivotal element in consumer protection against wines illegitimately labeled as being from Napa Valley in this important and rapidly expanding market. For more information, [please click here](#).

Cotton Council International and Cotton Incorporated Join Hands to Participate in 2012 Intertextile Shanghai Apparel Fabrics



From October 22-25, 2012- CCI and CI joined forces with Central Fabrics and Sanyang Textile - both "COTTON USA" licensees, to promote U.S. cotton at the show. From a joint stand, fabrics and garment products from 16 of CCI's COTTON USA licensees were on display, attracting visitors with an experience of fashion and comfort. This year's Intertextile Apparel Fabrics attracted 3,358 exhibitors with around 65,700 visitors from 98 countries attending and visiting the show. For full story please click [here](#).

Chinese Soy Importers Attend Soy and Grain Summit in New Orleans



A team of the top Chinese soy importers recently attended the Soyatech Soy and Grain Trade Summit in New Orleans. The 16-member team met with U.S. grain and oilseed companies to build trade relations while attending the conference. Learn more by clicking [here](#).

USSEC Provides Partnership Opportunities for Chinese Feed Mills



The US Soybean Export Council recently partnered with the China Feed Industry Association (CFIA) to host the 8th China Feed Industry North-South Exchange program. Representatives from more than 45 feed mills and feed associations from nine northern provinces attended the conference. Learn more at <http://www.ussec.org/?p=1529>

AHEC Visits Shanghai and Shenyang

The Regional Director of the American Hardwood Export Council John Chan based in Hong Kong, visited Shanghai from October 28 -29, 2012. He was invited by Shanghai's "Contemporary" Magazine to attend their annual meeting and Design Award Ceremony. He also met with the new publisher of Dimension Media & Communications in

Shanghai. He then went on to Shenyang from October 29-31 meeting with ATO Shenyang Director Mr. Philip Jarrell and Liaoning Furniture Association president Mr. Zhu Shwu to discuss their support to jointly co-organize AHEC's 18th annual convention with the Helongjiang Furniture Association and the Jilin Furniture Association which will be held in Harbin, Helongjiang in June 2013.

+ Upcoming Events:

United Tastes of America - Asian Chef Challenge

舌尖上的美国 - 亚洲厨神大赛



The first annual "United Tastes of America - Asian Chef Challenge" will be launched in Shanghai from December 5-7, 2012 at the [ZhongHua Culinary Center](#) in Puxi Shanghai. 18 teams from across China will be invited to participate in this competition.

This competition will be a joint effort by the [U.S. Department of Agriculture](#) and more than 18 U.S. agricultural producer associations to launch an annual series of chef competitions in East Asia that will feature healthy, American food ingredients and highlight creative skills demonstrated by experienced Asian chefs. The initial target markets are Shanghai, Hong Kong, Tokyo and Taipei. [The Sichuan Provincial Hospitality Industrial Association](#) & [Industrial Food Association of Chongqing](#) recently offered their support for the project. The winning team of the regional Shanghai competition will participate in an East Asia competition in June 2013 at the Food Taipei International Trade Show. The final winning team will be invited all expenses paid to attend a week long Continuing Education Professional Development Course at the [Culinary Institute of America, Napa Valley, California](#).

All of the competitions will be directed by WACS Executive Chef Alan Palmer, Global Culinary Competition Coordinator, who is in charge of

monitoring and enforcing a uniform set of rules. The objectives are to attract and enhance media exposure of U.S. agricultural food and ingredients; To expand the use of U.S. agricultural food and ingredients in restaurant menus across Asia; To enhance the Hotel, Restaurant, and Industrial (HRI) sector's preference for U.S. agricultural food and ingredients; To cultivate relationships with professional chefs and to enhance the reputation and media exposure of highly skilled Asian chefs. For more information about the pending competition that will take place in Shanghai, please click on the links listed below:

- [English Flyer - Asian Chef Challenge](#)
- [English Manual - Asian Chef Challenge](#)
- [中英文申请表 Chinese/English Participation Form](#)
- [中文Flyer-Chinese-Asian Chef Challenge](#)
- [中文Manual Chinese - Asian Chef Challenge](#)
- [Chef competition survey](#)

+ [GAIN Reports](#) ([Global Agricultural Information Network](#))

- [ATO Guangzhou takes a crack at fixing China's flawed Customs valuation. Guangzhou, China - Peoples Republic of_11-2-2012](#)
- [Fresh Deciduous Fruit Annual, Beijing, China - Peoples Republic of_11-2-2012](#)
- [Draft Standard for Cotton Seed Quality Grade, Beijing, China - Peoples Republic of_11-1-2012](#)
- [ATO Director delivers presentation on the U.S. Food Safety Regime, Guangzhou, China - Peoples Republic of_10-29-2012](#)
- [Marketing US Fresh Deciduous Fruits in South China, Guangzhou, China - Peoples Republic of_11-1-2012](#)
- [ATO Director delivers Food Security Presentation, Guangzhou, China - Peoples Republic of_10-29-2012](#)
- [Fresh Deciduous Fruit Annual, Taipei, Taiwan_10-31-2012](#)
- [Grain and Feed Update, Beijing, China - Peoples Republic of_10-29-2012](#)
- [Food Expenditures in Chengdu, Chengdu ATO, China - Peoples Republic of_10-31-2012](#)
- [Southwest China Economic Profile, Chengdu ATO, China - Peoples Republic of_10-31-2012](#)
- [Zhongshan Commodity Awareness Panel brings local trade and retail to Guangzhou, China - Peoples Republic of_10-26-2012](#)
- [ATO Guangzhou Supply Chain Workshop - Retail Cold Storage and Food Safety, Guangzhou, China - Peoples Republic of_10-26-2012](#)

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- [Health and Nutritional Food in China Shanghai ATO China - Peoples Republic of 10-26-2012](#)
 - [LOCK-UP REPORT Beijing China - Peoples Republic of 10-25-2012](#)
 - [New Sales Channels for Fresh Fruit in China Shanghai ATO China - Peoples Republic of 7-12-2012](#)
 - [National Food Safety Standard-Pathogen Limits for Food Beijing China - Peoples Republic of 10-23-2012](#)
 - [Dairy and Products Annual Beijing China - Peoples Republic of 10-19-2012](#)
 - [National Food Safety Standard-Pathogen Limits for Food Beijing China - Peoples Republic of 10-18-2012](#)
 - [South China Food Processing Report 2012 Guangzhou China - Peoples Republic of 10-17-2012](#)
 - [2012 Sweets and Snacks China Show Report Guangzhou China - Peoples Republic of 10-17-2012](#)
 - [National Food Safety Standard-Distilled Spirits Beijing China - Peoples Republic of 10-17-2012](#)
 - [National Food Safety Standard - Fermented Alcoholic Beverages Beijing China - Peoples Republic of 10-17-2012](#)
 - [Sugar Semi-annual Beijing China - Peoples Republic of 10-16-2012](#)
 - [National Standard for Oilseeds Beijing China - Peoples Republic of 9-28-2012](#)
 - [Nutrition Labeling Regulation's Impact on Food Choices Hong Kong Hong Kong 10-11-2012](#)
 - [Fujian dairy cows savor U.S. alfalfa hay Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [U.S. Wine Promotions in Xiamen Fujian Province Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [Fujian a good business partner for U.S. wood exporters Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [Amidst record high prices for U.S. hides Fujian remains a loyal and Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [1st EMP HRI program carried out in Fujian Province Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [1st EMP HRI program carried out in Fujian Province Guangzhou China - Peoples Republic of 10-12-2012](#)
 - [2012 2nd Tranche Rice CSQ SBS TenderResults Taipei Taiwan 10-4-2012](#)
 - [Dairy and Products Annual Taipei Taiwan 10-12-2012](#)
 - [Draft for MRL of Avermectins and 63 other Kinds of Pesticides Beijing China - Peoples Republic of 10-24-2012](#)

